



TO: City of Tucson Staff, Planning and Zoning Commission, Citizen Sign Code Committee, Mayor and Council

FROM: Metropolitan Pima Alliance (MPA), Metropolitan Chamber of Commerce, Southern Arizona Homebuilders Association (SAHBA), Tucson Association of Realtors, Small and Large Business Owners

RE: Industry Recommendations to City of Tucson Sign Code Update Process

DATE: July 9, 2017

On August 9th of 2016, a Council Member Memo and directive was released stating the following:

"The June 2015 U.S. Supreme Court decision in the case of Reed v. Town of Gilbert effectively required all jurisdictions in the country to review and amend their sign codes to be content-neutral. This case impacts the City of Tucson's Sign Code.

There is an urgency to revise the Sign Code since Tucson, like other jurisdictions, is restricted in enforcing its current sign code because of potential conflicts with the Reed case. Further, any enforcement action could be challenged and the City faces likely adverse rulings. In such situations, the City must pay the legal fees of the plaintiff.

About the time that Reed was announced, the local Chamber of Commerce and other members of the business community argued that the City's Sign Code is out of date, overly restrictive, and difficult to use in comparison to other local and Arizona jurisdictions.

City Manager's Office Recommendation - Staff is seeking Mayor and Council direction to initiate a Sign Code revision process to 1) comply with the 2015 U.S. Supreme Court decision on Reed v. Town of Gilbert, 2) simplify the Sign Code by integrating it into the Unified Development Code, and 3) make practical changes that modernize the Code, improve the quality of design and flexibility of the overall code, and ground it in technical standards."

As the City has been actively working to recruit and retain businesses, improve infrastructure and enhance customer service, the update to the Sign Code is a natural, progressive next step to creating a prosperous community. As part of this goal, diverse business community interests have been actively involved, as the City process permitted, in the Sign Code revision project since inception. Prior to the City's initiation of a sign code update to address the Supreme Court decision, there was a working partnership with the City and a coalition of business advocates dedicated to an effort entitled Project Prosperity. These communications are referenced in the August 9th Mayor and Council memo. A timeline of our activities is attached to illustrate the commitment businesses have in working with the City to create a Sign Code that supports and encourages economic prosperity, appropriately preserves the dark skies and creates an aesthetically pleasing community. The business community is by far the largest group impacted by this Code. Ideally, the business community would have appreciated being able to participate more effectively in revising the sign code, rather than restricted to making short, limited, timed statements at call to the audience. The livelihood of largely local businesses relies on signage to sustain. From the American Planning Association, "the primary function of a sign is to provide identification for a business. By helping consumers recognize that they have arrived at their intended destination or by triggering an impulse to make a purchase, signs help facilitate consumer transactions that allow businesses to be successful."

As we have repeatedly articulated both generally and specifically, through official written letters, testimonials and meetings, as well as numerous, ongoing, informal communications as constituent taxpayers with City leadership,

the current draft code while an improvement in certain areas, still lacks the balance of certainty and flexibility, clarity and remains cumbersome to understand. The Master Sign Program is a necessary tool that we understand is intended to benefit business. Given the importance of signage to business success, the MSP can be an effective business recruitment tool. The provision of the Master Sign Program still need significant work in clarifying its intent to permit variations from all technical provisions of the Sign Code if criteria are met, modifying the criteria to reduce the number of criteria and increase clarity in language, and ensuring the process involves technical experts and maintains the currently drafted administrative approval process. Without these modifications, this tool will not meet the intent or be truly effective.

A study commissioned by FedEx office overwhelmingly showed the impact of signage on retailers. 8 out of 10 consumers said they had entered a store or business they had never visited before based simply on its signs and nearly 60% of consumers said that the absence of signs deters them from entering a store or business. An additional study conducted by Villanova University concluded that there is an average of 9% reduction in annual sale losses due to sign size regulations. Specifically, 10% decrease due to sign height, 4% due to lighting, 10% due to number of signs. In an impoverished community that relies on sales tax, why would the City promote road blocks to growing its revenue?

By design, the process limited engagement from any interest group not on the committee by limiting comments to a “call to the audience.” We thank City Staff for making themselves accessible, and we are encouraged by the July 5th Memo from City Manager Mike Ortega to Mayor and Council. We have researched sign code best practices in other dynamic cities, read independent third party surveys, studies and reports on sign code policy and practice and been engaged in every opportunity provided by the process. We have submitted specific concerns, met with staff regarding overarching concerns, engaged local businesses to communicate their concerns and we have submitted scientific data related to the importance of this code on local businesses, as well as data supporting specific requests. At the beginning of this process there was discussion of possible workshops and stakeholder engagement, however, aside from speaking at Call to the Audience to Council appointed commissioners, the overall business community has not been able to effectively engage, create necessary awareness and understanding and reasonably influence revised sign code ordinance text in a mutually beneficial manner. Based upon the hope that our issues would be addressed, we waited until the Final Public Hearing Draft was released. Ten (10) months into the process, we have submitted language changes based on the draft Code presented but there has not been an opportunity to discuss what substantive changes would be most beneficial, nor have we been able to discuss best practices in a dialogue rather than having a one-sided conversation at public hearings. The Sign Code revision process, as designed, is reaching its conclusion, but inadvertently missed an essential step, fully understanding the issues and implications from the business and commercial and residential development community.

We concur with the plan of action per the July 5th Memo from City Manager Mike Ortega. We encourage a process that moves forward and allows stakeholder input. For easy reference, we have attached a detailed spreadsheet outlining each of our proposed changes. We request that the current process allow for additional opportunities to provide feedback from the business community for incorporation into the final draft. We would ask that staff be encouraged and expected to incorporate appropriate, balanced, revisions to the latest draft of the sign code which address and resolve concerns of the business community. We would also ask that once the additional feedback is incorporated and modifications discussed below considered/adopted, the Council ask that the newly revised Sign Code be revisited every six months and that staff keep a list of issues that have arisen in the application of the new sign code to remedy. Waiting 18 months to review the effectiveness of this new Sign Code is too long. The business community supports modernizing the Code, improving the quality of design and increasing flexibility of the overall code, while grounding it in technical standards.

While we recognize there will be no perfect document, we have identified our most significant issues. We are unable to prioritize the issues because that places the business community in a position to only advocate for a portion of our constituents. The sign code impacts both residential and commercial development, as well as both

local small businesses and large national chains. As such, each of these issues hold the same level of prioritization so that all business interests can be protected.

The most significant, outstanding issues include:

- 1) Master Sign Code
 - a. Purpose Statement updated to include economic impact of signage
 - b. Findings (9 Part Test) should be condensed and language clarified
 - c. Clarify administrative appeal process
 - d. Submittal fee
 - e. Subjective verbiage minimized
 - f. Clarify the make-up of the design review committee and the technical expertise required to be appointed.
- 2) Digital Signage Change Frequency
- 3) Change language from “most” restrictive to “least” restrictive interpretation when there are conflicts
- 4) Flag and feather banner allowance
- 5) Freestanding Signs/All Types and the Number of signs allowed on frontage calculation increased
- 6) Sign Design Review Committee (Composition)
- 7) Portable and Temporary signage as they relate to Real Estate & Homebuilders
 - a. 5,000% reduction in allowable signage for Real Estate industry
- 8) Definition Additions and Clarifications

The attached score card highlights the recommended language submitted. Other items not on the score card as listed above have been testified to and discussed with staff. All of the above items require further discussion with staff and impacted stakeholders. We look forward to engaging in this process to create a good Sign Code versus a better Sign Code in the interests of the whole community.

PARTICIPATION	WHO	ACTIVITY	Business Community ATTENDEES	Spoke at CALL TO THE AUDIENCE
Project Prosperity includes a coalition of business members and business organizations including Metro Chamber, MPA, SAHBA, TAR, CREW dedicated to working with the City of Tucson to create a business friendly environment by improving 8 items. Sign Code was one of the eight items agreed upon.				
6/15/15	Project Prosperity	Project Prosperity launches and Sign Code update identified as an initiative		
Week of 7/6/15-7/15/15	Project Prosperity	Coalition met individually with all Council Members regarding 8 initiatives including the need to improve the Sign Code. Coalition actively has meetings with Mayor Rothschild and Mike Ortega regarding Code update. Advised by City to be a part of the process, meet with staff and submit all issues of concern regarding the current Code.		
8/15-Present	Project Prosperity	Business community reps met with Mayor and Ortega		
6/22/16		City of Tucson memo goes out initiating Sign Code revision project. Page 3 of memo cites communications with business community and examples of concerns conveyed during Project Prosperity and other meetings.		
8/15/16	City of Tucson Mayor and Council			
10/17/16	Subcommittee	ATTENDED	3	no
10/24/16	Subcommittee	ATTENDED	6	yes, 2
	Email sent to City from coalition member			
11/2/16	Juneman	Requested update of purpose statement to include business		
	Email sent to City from coalition member Addis			
11/4/16		Requested update of purpose statement to include business		
11/7/16	Subcommittee	ATTENDED	6	yes, 1
11/14/16	Subcommittee	ATTENDED	5	yes, 3
11/21/16	Subcommittee	ATTENDED	12	yes, 7
12/5/16	Subcommittee	ATTENDED	9	yes, 7
12/12/16	Subcommittee	ATTENDED	8	yes, 2
12/19/16	Subcommittee	ATTENDED	5	yes, 3
1/3/17	Submitted Letter to City of Tucson outlining concerns with draft			

1/9/17	Subcommittee	ATTENDED	4	yes, 2
1/16/17	coalition member	Requested support for coalition's letter		
1/16/17	coalition member Hunt	Requested support for coalition's letter		
1/23/17	coalition member	Requested support for coalition's letter		
1/23/17	Subcommittee	ATTENDED	8	yes, 2
1/24/17	coalition member	Requested support for coalition's letter		
2/6/17	Subcommittee	ATTENDED	4	yes, 2
2/13/17	Subcommittee	ATTENDED	5	yes, 2
	MPA & SAHBA Public Policy Committee	Members met with City staff and discussed concerns.		
2/15/17	Meeting			
2/23/17	Submitted Letter to City of Tucson outlining concerns with updated draft			
2/27/17	Subcommittee	ATTENDED	6	yes, 4
3/6/17	Subcommittee	ATTENDED	3	yes, 2
4/12/17	Commission	ATTENDED	3	yes, 1
	Meeting with Mike Ortega			
6/7/17		Conveyed concerns with draft document		
6/15/17	Submitted Memo to City of Tucson regarding Final Draft			
6/15/17	Received reply from City of Tucson staff to 2/23/17 letter			
	Meeting with Mike Ortega			
6/19/17		Conveyed concerns with draft document		
		Conveyed concerns with draft document		
6/21/17	Joint Hearing		23	yes, 22

	<p>CITY OF TUCSON KEY:</p> <p>Key from Sign Code new Draft 06-02-17 Version: bold underlined indicates new language added as a part of the Sign Revision Project. <u>red underlined</u> indicates new language added since the 3-30-17 draft. <u>red strikethrough</u> indicates new language removed since the 3-30-17 draft. A Redline in left margin indicates where changes have occurred since the 3-30-17 draft.</p> <p>MPA KEY: Green – Add / Blue / Change</p>
7.A.1.1. PURPOSE	
Draft Sign Code – 6/2/17 Version	<p>The purpose of the sign standards is to: Accommodate the rights of individuals to freedom of speech, promote equity among businesses and other typical sign users, and enable the fair and consistent enforcement of sign standards.</p> <p>A. Recognize the legitimate signage needs of businesses and other interests to communicate messages, provide identification, and enable wayfinding throughout the city for tourists and residents:</p> <p>B. Ensure that signage contributes to the maintenance of an aesthetically pleasing visual environment by exercising reasonable regulations over type, size, number, appearance and location;</p> <p>C. Respect Tucson's unique natural environment of surrounding mountain ranges and dark night skies by regulating sign illumination and height;</p> <p>D. Protect property values by minimizing the possible adverse effect of signs on nearby public and private property;</p> <p>E. Promote public safety by ensuring that signs are properly constructed and maintained to protect the general public from property damage and personal injury;</p> <p>F. Facilitate traffic flow and safety of pedestrians, bicyclists, and motorists through enforcement of sight lines and other appropriate sign placement regulation.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p>Recommendation: ADD: G. Ensure that signage functions and contributes to the retention of Tucson's locally owned, small businesses. H. Support signage that furthers Plan Tucson's Focus Areas, Goals and Policies and the City of Tucson's Economic Initiatives. I. Recognize the importance of expedited review of signage as an element considered in business expansion and relocation, when consistent with Primary Jobs Initiative and other established City of Tucson economic initiatives.</p>
7A.6.4.C SIGN COPY	
MPA Letter dated 1/3/17	<p>Draft Sign Code Language- 9/9/16 Version: "C. Electronic sign copy is permitted to scroll not more than once an hour."</p> <p>Recommendation:</p> <ul style="list-style-type: none"> Stakeholders recommend that electronic signs are permitted to change and operate according to the Arizona Department of Transportation standards. This recommendation also applies to comment JM97 on page 30 under 7A.8 EXEMPT AND PROHIBITED SIGNS.
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p>Draft Sign Code Language – 2/1/17 Version: "C. A digital sign is permitted to have a rate of change of sign copy, graphic, or information not more than once an hour"</p> <p>Recommendation: Stakeholders recommend that digital signs are permitted to have a rate of change not exceeding more than once every minute in conjunction with the International Sign Association as well as being consistent with other digital signs like clocks used locally by many businesses such as Viscount and Nova Home Loans. Should the committee choose to use 5 minute increments as suggested, digital clocks would be out of compliance</p>
Draft Sign Code – 6/2/17 Version	<p>C. A digital sign is permitted to have a rate of change of sign copy, graphic, or information not more than once every five minutes. The digital sign copy shall not have any transitions or animations.</p>
7A.6.5.A SIGN HEIGHT MEASUREMENT	
MPA / Chamber Letter dated 1/3/17	<p>Draft Sign Code Language- 9/9/16 Version: "The sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost feature of the sign; except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or crown of the road nearest the property if no curb exists) to the topmost feature of the sign. Average finished grade refers to the mean average elevation of ground after site preparation at the bottom of a sign structure, measured five feet from the bottom of the sign structure at five-foot intervals."</p>

	<p>Recommendation: Stakeholders are in support of the proposed revisions and encourage that this section be approved in its current form.</p>
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p><u>Draft Sign Code Language – 2/11/17 Version:</u> “A. The sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost sign copy of the sign, except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or highest point of the road nearest the property if no curb exists) to the highest point of the topmost sign copy on the sign.. Average finished grade refers to the mean average elevation of ground after site preparation at the bottom of a sign structure, measured five feet from the bottom of the sign structure at five-foot intervals”</p>
	<p>Recommendation: In working to be consistent with the Pima County Sign Code, stakeholders are in support of the intent of the proposed revisions but encourage that this section be clarified and rewritten as shown below:</p>
Draft Sign Code – 6/2/17 Version	<p>A. The sign height is measured as the vertical distance from the average finished grade (5' radius from the center of the sign) beneath the sign to the topmost sign copy of the sign, except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or highest point of the road nearest the property or the crown of the road) to the highest point of the topmost sign copy on the sign.</p> <p>A. The sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost sign copy of the sign, except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or highest point of the road nearest the property if no curb exists) to the highest point of the topmost sign copy on the sign.. Average finished grade refers to the mean average elevation of ground after site preparation at the bottom of a sign structure, measured five feet from the bottom of the sign structure at five-foot intervals.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p>Recommendation: ADD The sign height is measured as the vertical distance from the average finished grade, (5' radius from the center of the sign) beneath the sign to the topmost sign copy of the sign:....</p>
7.A.6.9. STREET AND BUILDING FRONTAGES	
Draft Sign Code – 6/2/17 Version	<p>A. Street frontage is measured as the length of a premise, lot or development fronting on a public or private street.</p> <p>B. Building frontage is the measurement between two straight lines projecting from the outermost edges of a building or tenant space wall, that are perpendicular to a straight line running along the ground level or front of the measured wall.</p> <p>C. Multiple Frontage Lots</p> <ol style="list-style-type: none"> On corner lots and other lots with more than one street frontage, the maximum allowable number and square footage of on-site signs are permitted for each street frontage. The maximum allowances, however, are not transferable either in whole or in part from one street frontage to another.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p>Recommendation: ADD C.1. “, provided however that the zoning administrator may approve a transfer in whole or in part from one street to another when, in his or her judgment, that transfer will not be detrimental, given the profile of buildings, freestanding signs, and structures on the property and surrounding area.”</p> <p>E.1. “, provided however that the zoning administrator may approve a less restrictive standard of the zone category when, in his or her judgment, a less restrictive zone category will not be detrimental, given the profile of buildings, freestanding signs and structures on the property and surrounding area.”</p>
7.A.6.10 SIGNS IN OR OVER PUBLIC RIGHTS-OF-WAY	
Draft Sign Code – 6/2/17 Version	<p>A. Except as provided below, a sign or sign structure shall not project over a public right-of-way or public property unless the mayor and council grant a special license. Signs licensed pursuant to this section may be displayed for up to sixty (60) days or over an alternate approved time frame. The licensee may require the removal of the sign within forty-eight (48) hours after the advertised event or other temporary occurrence concludes.</p> <p>B. The city manager may grant a special license for building and curbside banners and for across-the-street banners that project or extend over a public right-of-way or over public property. Signs in the right of way may be reviewed and granted under the Department of Transportation's temporary revocable easement procedure.</p> <p>C. Permits obtained through the Department of Transportation.</p> <p>D. The Mayor and Council and/or City Manager may grant special license for signage such as on buses, bus benches, bus shelters, bus shelters, and street cars.</p> <p>E. No sign shall be attached to electric wiring or be energized by electricity.</p> <p>F. No sign shall be placed upon traffic signal posts or signs, and no sign shall obstruct a motorist's view of traffic signals.</p> <p>G. Any application for a license for a sign attached to utility poles or lamp poles shall include the written approval of the department of transportation of the city and the authorized official of the public utility company owning the poles to which the devices would be attached as to the size and weight of the sign and the manner of attachment to the poles. Building and curbside banners shall comply with the applicable requirements of Article 7A. No sign shall be attached to any utility pole carrying primary circuits or to any wooden pole or public property.</p> <p>H. Signs licensed pursuant to this section may be displayed for up to sixty (60) days. The licensee shall remove the sign within forty-eight (48) hours after the advertised event.</p> <p>I. In no event may signs relating to more than one event be attached to any single pole. J. The license shall state the location where the sign may be placed.</p> <p>J. By accepting any license granted under this section, the licensee and its heirs, successors and assigns shall agree to indemnify the city and shall provide proof to the City of liability insurance.</p> <p>H. The city manager may impose such additional administrative requirements as may be necessary.</p> <p>I. The time frame for a permanent sign and an A-Frame sign are regulated separately as part of the temporary revocable easement process.</p>

MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u> ADD 7.A.6.10 "SPECIAL LICENSES" J. When consistent with the purpose and intent of Tucson Sign Code, the Mayor and Council and/or City Manager may grant special licenses for signage based upon new information, changed circumstance, Tucson voter and City Council approved initiatives.</p>
7A.6.11 PREMISE	
MPA / Chamber Letter dated 1/3/17	<p><u>Draft Sign Code Language- 9/9/16 Version:</u> "A premise is all contiguous land used and occupied by a use or business. All buildings, parking, storage and service areas, and private roads or driveways that are an integral part of the use or business are considered part of the premise. Commercial shopping centers, office complexes, commercial or industrial subdivisions, or similar developments are a premise to the extent such lands are identified as a single site that may contain one or multiple development plans or packages."</p> <p><u>Recommendation:</u></p> <ul style="list-style-type: none"> Stakeholders are in support of the proposed statement; however, this section should be moved to 7A.3 (DEFINITIONS), which starts on page 3. The other option is to simply reference this section in the definitions (e.g. Premises: see Sec. 7A.6.11).
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p><u>Draft Sign Code Language – 2/1/17 Version:</u> "A premise is all contiguous land used and occupied by a use or business. All buildings, parking, storage and service areas, and private roads or driveways that are an integral part of the use or business are considered part of the premise. Commercial shopping centers, office complexes, commercial or industrial subdivisions, or similar developments are a premise to the extent such lands are identified as a single site that may contain one or multiple development plans or packages"</p> <p><u>Recommendation:</u> Stakeholders are in support of the proposed revisions but encourage that this section be approved with the following revisions to the last sentence as shown below:</p> <p>"Commercial shopping centers, office complexes, commercial or industrial subdivisions, or similar developments are a premise to the extent such lands are identified as a single site that may contain one or multiple development plans or packages, parcels or ownerships."</p> <ul style="list-style-type: none"> This section should also be referenced in 7A.3 (DEFINITIONS), which starts on page 3. (e.g. Premise: see Sec. 7A.6.11).
Draft Sign Code – 6/2/17 Version	<p>A premise is all contiguous land used and occupied by a use or business. All buildings, parking, storage and service areas, and private roads or driveways that are an integral part of the use or business are considered part of the premise. Commercial shopping centers, office complexes, commercial or industrial subdivisions, or similar developments are a premise to the extent such lands are identified as a single site that may contain one or multiple development plans or packages.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u> ADD "Commercial shopping centers, office complexes, commercial or industrial subdivisions, or similar development are a premise to the extent such lands are identified as a single site and/or one or more development plans or packages, parcels or ownerships"</p>
7A.6.12 ILLUMINATION	
MPA / Chamber Letter dated 1/3/17	<p><u>Draft Sign Code Language- 9/9/16 Version:</u> "Unless otherwise prohibited in this these sign standards eede, all signs may be illuminated subject to the provisions of Tucson Code, Chapter 6, Article IV, Division 2, "Outdoor Lighting Code."</p> <p><u>Recommendation:</u> Remove the statement "Unless otherwise prohibited in these sign standards" so that the section reads as follows: "All signs may be illuminated subject to the provisions of Tucson Code, Chapter 6, Article IV, Division 2, "Outdoor Lighting Code."</p> <p><u>Draft Sign Code Language – 2/1/17 Version:</u> "Unless otherwise prohibited in these sign standards, all signs may be illuminated subject to the provisions of Tucson Code, Chapter 6, Article IV, Division 2, "Outdoor Lighting Code."</p> <p><u>Recommendation:</u> Stakeholders are in support of the proposed revisions but encourage that this section be approved with the following revisions to the sentence as shown below:</p> <p>"Unless otherwise prohibited in these sign standards. All signs may be illuminated subject to the provisions of Tucson Code, Chapter 6, Article IV, Division 2, "Outdoor Lighting Code."</p>
Draft Sign Code – 6/2/17 Version	<p>Unless otherwise prohibited in the sign standards, all signs may be illuminated subject to the provisions of Tucson Code, Chapter 6, Article IV, Division 2, "Outdoor Lighting Code."</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u> CHANGE All signs may be illuminated subject to the provisions of Tucson code.</p>
7A.7.1 (A) MASTER SIGN PROGRAM – PERMANENT SIGNS / PURPOSE	
Draft Sign Code – 6/2/17 Version	<p>A. Purpose. The purpose of this section is to respond to special permanent sign needs of a premise as well as provide and promote superior sign design to implement the purpose of this article.</p>

MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u> ADD/CHANGE</p> <p>A. Purpose. The purpose of this section is to respond to special permanent sign needs of a premise as well as provide flexibility, encourage development in designated growth areas and promote superior sign design to implement the purpose of this article.</p>
7.A.7.1.(E.1) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / ALL SIGNS	
MPA / Chamber Letter dated 1/3/17	<p>Draft Sign Code Language- 9/9/16 Version: <i>“Illuminated colors shall be predominantly those colors that reduce light trespass and offer protection to dark skies in compliance with the City’s outdoor lighting standards. A sign with lists of categories, tenants or organizations or similar listed items within panels or separately mounted sign copy, shall have behind the copy, i.e. words, names, numbers or symbols using a specific logo or federally registered trademark colors a unifying and proportional outlining background color. For a sign with lists, the sign panels and/or the separately mounted sign copy, i.e., sign copy mounted without panels on a structure or wall, it shall be mounted or placed so as to be reasonably proportional in size.”</i></p> <p><u>Recommendation:</u></p> <ul style="list-style-type: none"> Stakeholders recommend that E. 1 be removed in its entirety. <p><u>Justification:</u></p> <ul style="list-style-type: none"> City should be a proponent of good design; however they should not be designing. This section is redundant and lacks clarity. As previously stated per Code, all signs have to be compliant with the Outdoor Lighting Code. The dark background requirement penalizes the applicant and limits them when they want to be using their logos, copyrights, etc. Therefore, this requirement should be removed.
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p><u>Draft Sign Code Language – 2/1/17 Version:</u></p> <ol style="list-style-type: none"> <i>Illuminated colors shall be predominantly those colors that reduce light trespass and offer protection to dark skies in compliance with the City’s outdoor lighting standards.</i> <i>A sign with lists of categories, tenants or organizations or similar listed items within panels or separately mounted sign copy, shall have behind the copy, i.e. words, names, numbers or symbols using a specific logo or federally registered trademark colors a unifying and proportional outlining background color.</i> <i>For a sign with lists, the sign panels and/or the separately mounted sign copy, i.e., sign copy mounted without panels on a structure or wall, it shall be mounted or placed so as to be reasonably proportional in size.”</i> <p><u>Recommendation:</u></p> <ol style="list-style-type: none"> <i>Illuminated colors shall be predominantly those colors that reduce light trespass and offer protection to dark skies in compliance with the City’s outdoor lighting standards.</i> <i>A sign with lists of categories, tenants or organizations or similar listed items within panels or separately mounted sign copy, shall have behind the copy, i.e. words, names, numbers or symbols using a specific logo or federally registered trademark colors a unifying and proportional outlining background color.</i> <i>For a sign with lists, the sign panels and/or the separately mounted sign copy, i.e., sign copy mounted without panels on a structure or wall, it shall be mounted or placed so as to be reasonably proportional in size.”</i>
	<p>Stakeholders recommend that E. 1 be removed in its entirety. The current language refers to “standards” within the Outdoor Lighting Code. These standards could not be clarified nor can we find where they exist. The business community does not support any mandated restrictions relating to the color of signage or requisite standardization of color among signage. Decisions on signage color should be left up to the individual/business under their trademark and copyright rights and in accordance with best practices for promoting their business. This also keeps the Sign Code restricting companies that have federally trademarked logos from utilizing their colors.</p>
Draft Sign Code – 6/2/17 Version	<p><u>E. Design Standards</u></p> <p><u>1. All signs</u></p> <ol style="list-style-type: none"> <u>Illumination shall reduce light trespass and offer protection to dark skies in compliance with the City’s outdoor lighting standards.</u> <u>A sign with lists of categories, tenants or organizations or similar listed items within panels or separately mounted sign copy, shall have behind the copy, i.e. words, names, numbers or symbols using a specific logo or federally registered trademark colors a unifying and proportional outlining background color.</u> <u>For a sign with lists, the sign panels and/or the separately mounted sign copy, i.e., sign copy mounted without panels on a structure or wall, it shall be mounted or placed so as to be reasonably proportional in size.</u>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u> DELETION</p> <p>E. Design Standards</p> <ol style="list-style-type: none"> All signs <ol style="list-style-type: none"> DELETE DELETE DELETE
7.A.7.1.(E.2.b) MASTER SIGN PROGRAM / PERMANENT SIGNS / DESIGN STANDARDS / GROUND MOUNTED SIGNS / SIGN HEIGHT	
MPA / Chamber Letter dated 1/3/17	<p><u>Draft Sign Code Language- 9/9/16 Version:</u> “The sign height and sign structure setback for a freestanding sign should be at a height and distance from the right of way to be easily detectable and give a vehicle a reasonable time to adjust to traffic conditions. The sign height shall be compatible with the surrounding building height profile of the property and surrounding area. The sign structure shall not obstruct significant scenic views from the right of way. The height of the sign copy shall not be set so as not to be obstructed by landscaping or a parked vehicle.”</p>

	<p><u>Recommendation:</u></p> <p>Freestanding Signs – The Master Sign Program should include a cap regarding height. Stakeholders believe this cap should be an increase of 100%.</p>
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p><u>Draft Sign Code Language – 2/1/17 Version:</u></p> <p>“1. The sign height and sign structure setback for a freestanding sign should be at a height and distance from the right of way to be easily detectable and give a vehicle a reasonable time to adjust to traffic conditions.</p> <p>2. The sign height shall be compatible with the surrounding building height profile of the property and surrounding area. The sign structure shall not obstruct significant scenic views from the right of way.</p> <p>3. The sign height shall not be greater than 20 feet tall and 100 square feet in area.</p> <p>4. The height of the sign copy shall not be set so as not to be obstructed by landscaping or a parked vehicle.”</p>
Draft Sign Code – 6/2/17 Version	<p><u>Recommendation:</u></p> <p>Freestanding Signs – The Master Sign Program should include a cap regarding height. Stakeholders believe this cap should be an increase of 100%. The uniqueness of various properties mandate larger signs in order to provide adequate visibility for their tenants.</p> <p><u>b. Sign Height:</u></p> <ol style="list-style-type: none"> 1. The sign height and sign structure setback for a freestanding sign should be at a height and distance from the right of way to be easily detectable and give a vehicle a reasonable time to adjust to traffic conditions. 2. The sign height shall be compatible with the surrounding building height profile of the buildings, freestanding signs, and structures on the property and in the surrounding area. The sign structure shall not obstruct significant scenic views from the right of way. 3. The sign height shall not be greater than 20 feet tall and 100 square feet in area. <p>(3) The height of the sign copy shall not be set so as not to be obstructed by landscaping or a parked vehicle;</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p>ADD</p> <p>b. Sign Height</p> <p>(4) The Master Sign Program may allow an increase of up to 100% based upon providing adequate visibility, legibility and improved vehicle reaction time when an increase is deemed compatible with the surrounding area.</p>
7A.7.1 (E.2c) MASTER SIGN PROGRAM / PERMANENT SIGNS / DESIGN STANDARDS / GROUND MOUNTED SIGNS / SIGN DESIGN ELEMENTS / STRUCTURAL COMPONENTS	
MPA / Chamber Letter dated 1/3/17	<p><u>Draft Sign Code Language- 9/9/16 Version:</u> “A freestanding sign is to be comprised of design elements consisting of a bottom, middle and top component. A sign blending wall and ground mounted components may use the best practice option noted below.</p> <p>The design context of the components shall use the architectural style of the development being identified. Features to be used in designing the components include colors, materials, textures and shapes of the development’s architecture. The bottom component shall be designed with a monument-style base.”</p> <p><u>Recommendation:</u></p> <ul style="list-style-type: none"> • Clarification is needed regarding top, middle, and bottom of signs. <p>Examples should be provided for clarification.</p>
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p><u>Draft Sign Code Language – 2/1/17 Version:</u></p> <p>“A freestanding sign should be comprised of a design such as a bottom middle and top component. A sign blending wall and ground mounted components may use the best practice option noted below.</p> <p>The design context of the components shall use the architectural style of the development being identified. Features to be used in designing the components include colors, materials, textures and shapes of the component shall be designed with a monument-style base or similar wide-base design.”</p> <p><u>Recommendation:</u></p> <ul style="list-style-type: none"> • Stakeholders are in support of the proposed revisions but encourage that this section be approved with the following revisions to the first sentence as shown below. <p>“A freestanding sign should be comprised of design elements consisting of two or more components a design such as a bottom middle and top component- A sign blending wall and ground mounted components may use the best practice option noted below.</p>
	<ul style="list-style-type: none"> • In addition, the business community requests a diagram and/or images to further substantiate the intent of this section. • The City should consider that certain commercial projects with defined attributes and eligible for City incentives, be expected to utilize the Master Sign Program as the best means to provide adequate signage and balance the total amount of signage, placement and design.
Draft Sign Code – 6/2/17 Version	<p><u>c. Sign Design Elements.</u></p> <p><u>(1) Structural components</u></p> <p>A freestanding sign should be comprised of a design such as a two or more components articulated by materiality. A sign blending wall and ground mounted components may use the best practice option noted below in Section 7A.7.1.F.</p>

	The design context of the components shall use the architectural style of the development being identified. Features to be used in designing the components include colors, materials, textures and shapes of the development's architecture. The bottom component shall be designed with a monument-style base or similar wide-base design.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	
7.A.7.1.(E.3) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / WALL MOUNTED SIGNS	
Draft Sign Code – 6/2/17 Version	<p>3. Wall-mounted Signs</p> <p>a. Wall-mounted signs intended to be viewed from the right of way or are greater than twelve square feet in sign area shall be designed to be proportional to the identified tenant space's building frontage of the tenant space-wall's display area's size.</p> <p>b. If the sign is intended to provide wayfinding it shall be located at key decision identification points for customers or passersby:</p> <p>c. Sign copy may include the font, logo, symbol and color of the business but shall be constructed or mounted to be consistent with in a manner to abide by the overall design context of the master sign program.</p> <p>d. For all wall-mounted signs, an organized, proportional appearance is required among the principal and accessory signs of a building or tenant space.</p> <p>Disorganized sizes and color arrangements in the signs' appearance on a specific building or tenant space is to be avoided.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p>3. Wall-mounted Signs ADD</p> <p>d. For all wall-mounted signs, an organized, proportional appearance is required among the signs of a building or tenant space. Disorganized sizes and color arrangements in the signs' appearance on a specific building or tenant space is to be avoided. However, publicly recognized business logos which may include in their graphic standard, a logo or graphic element, typeface or font, and branded color may be used.</p>
7.A.7.1.(F.1) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / BEST PRACTICE OPTIONS	
Draft Sign Code – 6/2/17 Version	<p>F. Best Practice Option.</p> <p>1. A variation from the design standards must show a best practice is being used as an alternative. A best practice may be based on one of the following sources:</p> <p>a. An already approved permanent sign, master sign program within the City:</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p>ADD</p> <p>1. a. An already approved permanent sign, master sign program with the City of Tucson Metropolitan Statistical Area or an analogous project from which directly relevant comparisons may be made.</p>
7.A.7.1.(G.1) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / FINDINGS	
Draft Sign Code – 6/2/17 Version	<p>G. Findings.</p> <p>1. The decision shall show the sign program's compliance with the following applicable findings:</p> <p>a. Meets the purpose of the Article 7 A, the master sign program's purpose section and the master sign program's design standards;</p> <p>b. Creates a clear connection with the shapes, textures, colors and materials used in the appearance of the buildings of the premise;</p> <p>c. Creates a proportional sizes of signs placed on or integrated into a building's architecture;</p> <p>d. Improves the legibility of signs;</p> <p>e. Improves vehicle reaction time to the signs;</p> <p>f. Creates an organized wayfinding and identification, and messaging program;</p> <p>g. Protects significant scenic views; and</p> <p>h. Reduces clutter along the affected street while enhancing the aesthetics of the street.</p> <p>i. Represents a best practice of the design of dark sky sign illumination.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p>CHANGE and ADD</p> <p>1. The decision should show how the sign program addressed the following applicable findings:</p> <p>g. Acknowledges significant scenic views.</p> <p>h. Improves the affected street.</p>

7.A.7.2 (B) MASTER SIGN PROGRAM – PORTABLE SIGNS / APPLICABILITY	
Draft Sign Code – 6/2/17 Version	<p>B. Applicability.</p> <p>1. The master sign program for portable signs allows a design option for all portable signs intended to be viewed from the right of way. The program provides a process where the provisions of Article 7A may be varied subject to the standards and findings listed below. It applies to on-site signs that are intended to be viewed from the right of way. If off-site signs are used they must be approved and coordinated with the Department of Transportation. Prohibited signs may not be used in a master sign program for portable signs except for commercial flags.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p>ADD</p> <p>Applications under the Master Sign – Portable Sign program that comply with standards in place at the time of new code adoption shall receive automatic approval.</p>
7.A.9.2 (C) CHANGE OF USE / OCCUPANCY	
Draft Sign Code – 6/2/17 Version	<p>C. Occupancy categories:</p> <ol style="list-style-type: none"> 1. Assembly uses such as theaters, churches, stadiums, review stands and amusement park structures. 2. Educational uses such as nurseries, child-care and other educational purposes. 3. Institutional uses such as hospitals, sanitariums, nursing homes, mental hospitals and sanitariums, jails, prisons and reformatories. 4. Manufacturing and industrial uses such as storage of materials, dry cleaning plants, paint shops, woodworking, printing plants, ice plants, power plants and creameries. 5. Service facilities such as repair garages, aircraft repair hangers, gasoline and service stations. 6. Wholesale uses. 7. Retail uses. 8. Office uses. 9. Restaurant, drinking and dining uses. 10. Government uses such as police and fire stations. 11. Multi-occupancy dwellings such as hotels, apartment houses, convents, monasteries and lodging houses. 12. Single-family dwellings. 13. Parking facilities such as parking garages.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p>ADD</p> <p>14. Medical / Health-related</p>
7A.10 SIGN TYPES AND GENERAL STANDARDS	
Draft Sign Code – 6/2/17 Version	<p>This section describes the basic sign types that are either permitted or prohibited. A sign type that is not permitted in a zone, is prohibited unless otherwise designated by this article. Any specific regulation of a sign type for a specific zone supersedes the general requirement for the sign type. Standards in special districts supersede the regulations for the underlying zone or the general requirements for the sign type.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p>ADD</p> <p>Standards in special districts, when not in conflict with Plan Tucson, may supersede the regulations for the underlying zone or general requirements for the sign type. Master Sign Program applications will be considered within the context of the Special District, Plan Tucson, and other applicable City approved policies.</p>
7A.10.4 (C) SIGN TYPES AND GENERAL STANDARDS / GENERALLY PERMITTED SIGNS / INTERIOR SIGN EXCEPTIONS	
MPA / Chamber Letter dated 1/3/17	<p>Draft Sign Code Language- 9/9/16 Version: <i>"Interior Sign Exception: A sign within a premise, such as a menu board, that has a two-way communication mechanism must be set back at least thirty feet from a residence or residential zone. A wall-mounted permanent or portable sign, that is within a premise's boundaries, outside a building or enclosed area, viewable from the right of way, and has a sign area greater than twelve square feet, is counted as part of the applicable sign type's maximum sign area."</i></p> <p><u>Recommendation:</u></p> <p>Stakeholders are in support of the proposed changes, but with the following revisions:</p> <ul style="list-style-type: none"> • Change statement from "...that has a two-way communication mechanism must be set back at least <u>thirty</u> feet from a residence or residential zone" to "must be set back at least <u>twenty</u> feet from residential zone" • Clarification is needed to state this exception is not applicable to drive-thru signs. • Interior Signs – needs to state that inside the building and interior signs to premise shall not be counted against the maximum sign area.
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p>Draft Sign Code Language – 2/1/17 Version:</p> <p><i>"Interior Sign Exception: A sign within a premises, that has a two-way communication mechanism must be set back at least thirty feet from a residence or residential zone. A wall-mounted permanent or portable sign, that is within a premise's boundaries, outside a building or enclosed area, viewable from the right of way, and has a sign area greater than twelve square feet, is counted as part of the applicable sign type's maximum sign area."</i></p> <p><u>Recommendation:</u></p> <p>Stakeholders are in support of the proposed changes, but with the following revisions:</p>

	Stakeholders request that the proposed distance stipulation be removed as it was previously neither in the code nor are there documented concerns related to this item under the current code. Additionally, future projects and associated issues that relate to those that have two-way communication may be discussed during the rezoning process and addressed at that time.
Draft Sign Code – 6/2/17 Version	<i>"Interior Sign Exception: A Sign within a premise, that has a two-way communication mechanism must be set back at least thirty feet from a residence or residential zone or provide a wall or fence that properly mitigates sound, if applicant chooses mitigation through a wall or fence it is their responsibility to demonstrate their proposal properly mitigates the sound. A wall-mounted permanent or portable sign, that is within a premise's boundaries, outside a building or enclosed area, viewable from the right of way, and has a sign area greater than twelve square feet, is counted as part of the applicable sign type's maximum sign area."</i>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	Recommendation: DELETION C. Interior Sign Exception " DELETE... A wall-mounted permanent or portable sign, that is within a premise's boundaries, outside a building or enclosed area, viewable from the right of way, and has a sign area greater than twelve square feet, is counted as part of the applicable sign type's maximum sign area. DELETE... "
7A.10.2 (A & B) PERMANENT SIGNS—ZONE CATEGORY STANDARDS & MAXIMUM SIGN AREA PER ZONE CATEGORY AND SPECIAL ZONE STANDARDS PER ZONE CATEGORY	
MPA / Chamber Letter dated 1/3/17	Draft Sign Code Language- 9/9/16 Version: (See Table 2 on page 38) Recommendation for Table 2 -- Residential section: <ul style="list-style-type: none"> • If on an arterial/collector street, signs are allowed to match the business center. • If on a residential street, signs stay as is. Recommendation for Table 2 -- Non-residential section: • 6. Illumination and Color- remove language that details the use of "low pressure sodium lighting."
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	Draft Sign Code Language – 2/1/17 Version: (See Table 2 on page 24) Recommendation for Table 2 -- Residential section: Churches or those businesses allowed within residential zones that are also on an arterial or collector, should be considered as part of the General Business category within Table 2. Recommendation for Table 2 -- Non-residential section: 6. Illumination and Color- remove language that details the use of "low pressure sodium lighting."
Draft Sign Code – 6/2/17 Version	See Table 1 Page 23 and Table 2 on Page 24
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	Recommendation: ADD /CHANGE / DELETION TABLE 1 (fifth column) General Business Category ADD Footnote 7. Businesses allowed within residential zones, such as churches and schools, should be considered as part of the General Business category. TABLE 2 Maximum Sign Area per Zone Category and Special Zone Standards Residential All Permanent Signs 1. On building having more than one street frontage, the maximum allowable number and square footage of on-site signs area permitted for each street frontage. The maximum allowance however is not transferable either in whole or in part from one street frontage to another. <i>Provided however, that the zoning administrator may approve a transfer in whole or in part from one street to another when, in his or her judgment, that transfer will not be detrimental, given the profile of buildings, freestanding signs, and structures on the property and surrounding area.</i> Non-Residential All Permanent Signs 1. Illumination and color: Signs on arterial and collector streets DELETE should not be illuminated between the hours of 10:00 p.m. and 7:00 a.m. Signs located on a local street frontage should not be illuminated. Color schemes for all sign components, including copy, DELETE should consider compatibility with surrounding residential areas
7A.10.2 (C 1.a) PERMANENT SIGNS / ADDITIONAL SIGN TYPE STANDARDS / SIGN TYPES A THROUGH E	

Draft Sign Code – 6/2/17 Version	<p>a. Access point sign. An on-site sign located at or near the access point or other wayfinding location providing information or directing the reader to the location or direction of any place or area. This sign type is not permitted for residential uses in the single family residential district/zone category, multi-family residential districts, the O-4 district non-residential zone category or the historic district.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p>Recommendation:</p> <p>a. Access point sign. An on-site sign located at or near the access point or other wayfinding location providing information or directing the reader to the location or direction of any place or area. This sign type is not permitted DELETE in the historic district.</p>
7A.10.2 (C.1.d) PERMANENT SIGNS - CANOPY SIGNS	
MPA / Chamber Letter dated 1/3/17	<p>Draft Sign Code Language- 9/9/16 Version:</p> <p>a. Maximum number of faces: Canopy signs shall have one (1) face per sign; they shall not be a double faced sign.</p> <p>b. Maximum number. One (1) per tenant for each tenant elevation up to one hundred fifty (150) feet in length. Two (2) per tenant for each tenant elevation over one hundred fifty (150) feet in length.</p> <p>Dimensional standards:</p> <p>c. Maximum size: The vertical measure of the sign face shall not exceed eighteen (18) inches except for individual letters with descenders that are proportionate to the remaining text but in no case larger than six (6) inches. The horizontal measure of the sign face shall not exceed seventy five percent (75%) of that for the building or tenant elevation that backs the canopy sign and shall not exceed the width of the canopy to which it is attached</p> <p>d. Maximum height: The top of the canopy sign shall be no more than two (2) feet above the top surface of the canopy directly below the canopy sign, and no more than fifteen (15) feet in height above finished grade immediately below the canopy sign.</p> <p>The wall behind the canopy sign shall be vertical and at least six (6) feet higher than the top of the canopy sign, or the angle from horizontal formed by a line connecting the top of the canopy sign and the top of the wall backing the canopy sign shall be no less than twenty (20) degrees.</p> <p>Canopy signs that do not exceed the height of the roof or parapet wall immediately behind the canopy sign but not in compliance with 3-59-G-2-b-er-e the provision noted above may be considered as integrated architectural features.</p> <p>e. Float: The bottom of a canopy sign (excluding descenders) shall be placed directly on the top surface of the canopy directly below the canopy sign.</p> <p>f. Location: Within twenty (20) feet of the building wall that backs the canopy sign.</p> <p>g. Maximum projection: Canopy signs shall not project from the canopy fascia unless the sign copy includes descenders, in which case canopy signs may project up to six (6) inches from the fascia.</p> <p>h. Maximum recess: Canopy signs may be recessed up to a maximum of six (6) inches from the fascia of the canopy).</p> <p>i. Orientation: The face of the canopy sign shall be vertical and shall be parallel to the building wall that backs it except if it is affixed to a horizontally curved or other irregularly shaped canopy and no individual letter is angled more than twenty-five (25) degrees from the building wall.</p> <p>j. Canopy signs are not permitted on any canopy elevation that also has a wall sign on the canopy.</p> <p>Recommendation:</p> <ul style="list-style-type: none"> Remove 4C through 4I. Language should state that canopy signs are allowed and cannot extend beyond the roofline. <p>Justification: This section makes the code too convoluted, and many of these will cause variances which are unnecessary and will increase costs.</p>
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p>Draft Sign Code Language – 2/1/17 Version:</p> <p>(1) Canopy signs are not allowed to extend beyond the roofline.</p> <p>(2) Canopy signs are counted as a part of the wall sign allotment for these sign standards.</p> <p>Recommendation:</p> <p>As per our previous request, Stakeholder's requested that sections 4C through 4I of the previous proposed draft be removed and we recognize that those sections have now been removed as part of the most recent proposed draft. We are in full support of keeping these sections removed and we fully support the new proposed verbiage as stated above.</p>
Draft Sign Code – 6/2/17 Version	<p>d. Canopy Sign General Standards</p> <ol style="list-style-type: none"> Canopy signs are not allowed to extend above the roofline. Canopy signs are counted as a part of the wall sign allotment for the sign standards.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p>NO MENTION IN 6/15/17 MEMO – PREVIOUSLY ADDRESSED ABOVE.</p>

7A.10.2 (C.2.a.2) PERMANENT SIGNS—ADDITIONAL SIGN TYPE STANDARDS / FREESTANDING SIGNS, ALL TYPES

MPA / Chamber Letter dated 1/3/17
Draft Sign Code Language- 9/9/16 Version, "One freestanding sign for each street frontage. One additional freestanding sign on that street frontage for each additional one hundred fifty (150) feet of street frontage in excess of the first three hundred (300) feet. For each sign placed on the frontage of a local street, the total allowable number of freestanding signs for the arterial or collector street frontage shall be reduced by one."

Recommendation:

- Stakeholders are in support of this section as written.

MPA / Chamber / SAHBA Joint Letter dated 2/23/17
Draft Sign Code Language – 2/1/17 Version:

- One freestanding sign for each street frontage.
- One additional freestanding sign on that street frontage for each additional one hundred fifty (150) feet of street frontage in excess of the first three hundred (300) feet.
- For each sign placed on the frontage of a local street, the total allowable number of freestanding signs for the arterial or collector street frontage shall be reduced by one."

Recommendation:
We are in support of 1 and 2 as written, recommend deletion of 3.

Draft Sign Code – 6/2/17 Version

(2) Freestanding signs, all types.

One freestanding sign for each street frontage.

One additional freestanding sign on that street frontage for each additional one hundred fifty (150) feet of street frontage in excess of the first three hundred (300) feet.

For each sign placed on the frontage of a local street, the total allowable number of freestanding signs for the arterial or collector street frontage shall be reduced by one.

MPA / Chamber / SAHBA Joint Memo dated 6/15/17

Recommendation:

One freestanding sign for each street frontage.

One additional freestanding sign on that street frontage for each additional one hundred fifty ((150) feet of street frontage in excess of the first three hundred (300) feet.

DELETE

7A.10.3 PORTABLE SIGNS

MPA / Chamber / SAHBA Joint Letter dated 2/23/17
We understand the need to reclassify certain sign categories in order to achieve Reed compliance. However, placing the existing Real Estate sign allowances into the new Portable Sign category and significantly reducing the amount of aggregate signage available by zone runs counter to the stated philosophy of retaining sign user's existing rights under these proposed changes. (See attachment)

The current language under the Master Portable sign program is too vague and open to future interpretation and does not ensure user's existing rights.

Recommendation:

We request maintaining the total amount of signage and permit times available under the current sign code or, at a minimum, increase the maximum allowable signage per category under the portable sign section and/or establish a formula that provides an additional amount of on-site signage based upon frontage.

Draft Sign Code – 6/2/17 Version

A. Portable signs - maximum sign area allotment

1. The following zones may have portable signs. Additional standards may apply to individual sign types.

Zones	Local Street	Collector Street	Arterial Street
IR, RH, SR, SH, RX-1, RX-2, R-1 MH-1 R-2, R-3 MH-2, O-1	16 sq. ft.	32 sq. ft.	64 sq. ft.
O-2, O-3, P, RV, NCRVC, C-1, -2, -3, OCR-1, -2, MU, U, PL, L-1, L-2	32 sq. ft.	64 sq. ft.	128 sq. ft.

Table 4 – Portable Maximum Sign Area Allotment

MPA / Chamber / SAHBA Joint Memo dated 6/15/17

Recommendation:

A. Portable Signs – maximum sign area allotment **ADD**

	<p>Premises with street frontage of 150 feet or greater, regardless of zone or street type are allowed an additional 32 square feet of signage per 150 feet - not to exceed 900 square feet of total signage. The combined signage may be used either on the premise or off premise as part of the permit application.</p> <p>Premises with more than one building permit are allowed an additional 16 square feet of signage per building permit in addition to the base amount of signage as determined by zoning & street type – not to exceed 900 square feet of total signage. The combined signage may be used either on the premise or off premise as part of the permit application.</p> <p>In no case, should the City of Tucson Sign Code Revision, prompted by the Supreme Court decision requiring sign regulations be content neutral, result in a significant reduction in quantity of temporary and portable signage to the residential and commercial real estate development and commercial brokerage community. The current 6-02-2017 draft significantly reduces the amount of allowed signage.</p>
7A.11 SPECIAL DISTRICTS	
Draft Sign Code – 6/21/17 Version	The sign standards in historic, pedestrian and scenic corridor districts take precedent over the sign standards listed above in Sec. 7A.10 (Sign Types and General Standards)
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p><u>ADD</u></p> <p>The sign standards in historic, pedestrian and scenic corridor districts take precedence over the sign standards listed above in Sec. 7A.10 (Sign Types and General Standards). Master Sign Program applications take precedence over special districts when consistent with voter-approved Plan Tucson.</p>
7A.11.3 (A) SCENIC CORRIDOR ZONE (SCZ) DISTRICT / LOCATION	
Draft Sign Code – 6/21/17 Version	<p>A. Location: The scenic corridor zone (SCZ) district includes any portion of property or parcels within four hundred (400) feet, measured in any direction, of the future right-of-way lines of a scenic route, as designated on the Major Streets and Routes (MS&R) Plan map. If any portion of a development is within the SCZ district, the entire development will be treated, for sign purposes only, as though it were entirely within the SCZ district.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u></p> <p><u>DELETE / CHANGE</u></p> <p>A. Location: The scenic corridor zone (SCZ) district includes any portion of property or parcels within (200) feet, measured in any direction, <u>from the center line of DELETE existing right-of-way DELETE</u> of a scenic route, as designated on the Major Streets and Routes (MS&R) Plan map. <u>DELETE Only</u> the portion of <u>DELETE</u> the development <u>that is within the SCZ district. DELETE</u> will be treated for sign purposes, as <u>DELETE</u> within the SCZ district.</p>
7A.11.3 (E) SCENIC CORRIDOR ZONE (SCZ) DISTRICT / PERMITTED SIGNS	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p><u>Draft Sign Code Language – 2/11/17 Version:</u></p> <p><u>E. Permitted signs:</u></p> <p>1. Signs generally permitted and sign types listed in Sec. 7A.10, except as modified by this subsection for this district, and signs exempt under Sec. 7A.8 (Exempt and Prohibited Signs).</p> <p>2. Awning signs.</p> <p>3. Freestanding signs, monument and low profile only.</p> <p style="padding-left: 40px;">a. Maximum number per premises:</p> <p style="padding-left: 80px;">(1) Scenic route: One (1) for the first four hundred fifty (450) feet of scenic route street frontage with one (1) additional sign for every four hundred (400) feet of additional scenic route street frontage.</p> <p style="padding-left: 80px;">(2) Arterial street: One (1) for the first four hundred fifty (450) feet of arterial street frontage with one (1) additional sign for every two hundred fifty (250) feet of additional arterial street frontage.</p> <p style="padding-left: 80px;">(3) Collector Street: One (1) for the first four hundred fifty (450) feet of collector street frontage within the premises, with one (1) additional sign for every two hundred fifty (250) feet of additional collector street frontage.</p> <p><u>Recommendation:</u></p> <p>Stakeholders recommend the "maximum number per premises;" section be revised to be consistent with the General Business District. An example of how the existing Scenic Corridor Zone District restrictions have impeded business is the Houghton Road Corridor. We propose the following revisions to section E.3 below:</p> <p>3. Freestanding signs, monument and low profile only.</p> <p style="padding-left: 40px;">a. Maximum number per premises:</p> <p style="padding-left: 80px;">(1) Scenic route: One (1) for the first four hundred fifty (450) three hundred (300) feet of scenic route street frontage with one (1) additional sign for every four hundred (400) one hundred fifty (150) feet of additional scenic route street frontage.</p> <p style="padding-left: 80px;">(2) Arterial street: One (1) for the first four hundred fifty (450) three hundred (300) feet of arterial street frontage with one (1) additional sign for every two hundred fifty (250) one hundred fifty (150) feet of additional arterial street frontage.</p> <p style="padding-left: 80px;">(3) Collector Street: One (1) for the first four hundred fifty (450) three hundred (300) feet of collector street frontage within the premises, with one (1) additional sign for every two hundred fifty (250) one hundred fifty (150) feet of additional collector street frontage.</p> <p>In addition, we recommend adding verbiage to either this section and/or to the Master Sign Program section that the Master Sign Code standards will supersede any special district or zone standards.</p>

Draft Sign Code – 6/2/17 Version	E. Permitted signs: 1. Signs generally permitted and sign types listed in <u>Sec. 7A.10</u> , except as modified by this subsection for this district, and signs exempt under <u>Sec. 7A.8 (Exempt and Prohibited Signs)</u> . 2. Awning signs. 3. Freestanding signs, monument and low profile only: a. Maximum number per premises: 1. Scenic route: One (1) for the first four hundred fifty (450) feet of scenic route street frontage with one (1) additional sign for every four hundred (400) feet of additional scenic route street frontage. 2. Arterial street: One (1) for the first four hundred fifty (450) feet of arterial street frontage with one (1) additional sign for every two hundred fifty (250) feet of additional arterial street frontage. 3. Collector Street: One (1) for the first four hundred fifty (450) feet of collector street frontage within the premises, with one (1) additional sign for every two hundred fifty (250) feet of additional collector street frontage.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<u>Recommendation:</u> E. Permitted signs: CHANGE 3 Freestanding signs, monument and low profile only. a. Maximum number per premises, consistent with the General Business District: 1. Scenic Route: One (1) for the first three hundred (300) feet of scenic route street frontage with one (1) additional sign for every one hundred fifty feet (150) of additional scenic route street frontage. 2. Arterial street: One (1) for the first three hundred (300) feet of arterial street frontage with one (1) additional sign for every one hundred fifty feet (150) of additional arterial street frontage. 3. Collector street: One (1) for the first three hundred (300) feet of collector street frontage with one (1) additional sign for every one hundred fifty feet (150) of additional collector street frontage.
2.21.2 (c) Sign Design Review Committee / COMPOSITION	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> We are in support of structural changes to this committee. We highly encourage defined term limits, inclusion of commercial business investors and more diverse appointments, and open-meeting laws to allow the applicant to work directly with the committee members and if needed, provide additional input to the design options, provide clarification, and/or communicate directly with city staff.
Draft Sign Code – 6/2/17 Version	C. Composition. The committee shall be composed of the following nine (9) members who shall serve without compensation. Members shall include an architect, an Outdoor Lighting Committee representative, a sign industry representative, a local business representative, a planner (architect, land use planner or landscape architect), portable sign expert (e.g. commercial real estate broker), one at-large appointment by the City Manager, general neighborhood association representative, and an ad hoc representative appointed by a neighborhood association within 300 feet of the location of the subject property submitting the application.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<u>Recommendation:</u> ADD Composition. The committee shall be composed of the following nine (9) members who shall serve without compensation. Members shall include: Architect or Planner . Outdoor Lighting Committee Representative or Astronomy or Aerospace Representative Sign Industry Representative Local Business Representative or Site Selector or Economic Development Representative A Planner or a Commercial or Residential Land Owner in a Designated Infill Incentive District or City Designated Growth Area A Portable Sign Expert (i.e. Commercial Real Estate Broker) or a Residential or Commercial Real Estate Agent or Broker City Manager At-Large Appointment General Neighborhood Association An Ad Hoc Neighborhood Representative appointed by a neighborhood association within 300 feet of the location of the subject property submitting the application
11.4 OTHER TERMS DEFINED / Definitions:	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> The definition of Parapet should be added and referred to as a wall. The same definition should be used as a wall.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<u>Recommendation:</u> 11.4.7. DEFINITIONS – F ADD Freeway – Designated interstate roadways, including frontage roads adjacent to interstate freeways, ADOT designated State Routes and PAG Regionally Significant Corridors.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<u>Recommendation:</u> 11.4.17. DEFINITIONS – P CHANGE Parapet – An integrated wall component of an exterior building surface thirty (30) degrees or less from vertical, including affixed to interior and the exterior of window and door surfaces.
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<u>Recommendation:</u> 11.4.24 DEFINITIONS – W ADD Wall – An exterior building surface thirty (30) degrees or less from vertical, including affixed to interior and the exterior of window and door surfaces, including a parapet.

Expedited Review / Streamlined Approval Process	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> Owner decisions on whether to expand or locate a business in Tucson are made within defined timelines. Delays caused by government processes may result in lost jobs and sales tax revenue to the community.
Notification Requirements	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> We oppose the addition of any additional neighborhood notification requirements or any additional "rezoning" type notification requirements.
18 Month Evaluation	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> RETRACTED Language is needed that requires staff & stakeholders to review 18 months after the new code goes into effect. Clarification is needed on how this process will be implemented, who will serve on the review committee, and what the review and approval process will entail.
MPA / Chamber / SAHBA /TAR Joint Letter dated 7/8/17	<u>Recommendation:</u> The newly revised Sign Code should be revisited every six months and staff should keep a list of issues that have arisen in the application of the new sign code to remedy. Waiting 18 months to review the effectiveness of this new Sign Code is too long.
"Least Restrictive" References	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> All sections that call for the "most restrictive standard of the zone category" to be applied should instead state "the least restrictive standard".
Distance Restrictions	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> We oppose any distance restrictions on off-site signage. (Gem Show example)
Quantity as the Key Metric	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> In commercial areas, we oppose a sign standard that is has as its premise a signage allowance that is less than national industry standards for the amount of signage and a system of deductions for customary adjustments to the amount and placement of signage in response to site conditions and business needs.